



2008 Indiana Festival Guide

This two-color, PMS 167 U, one-year publication lists more than 600 festivals throughout the state in an organized-by-month, handy 5.25" x 8.25" size. Participation in the 2008 Indiana Festival Guide is available as a qualified festival listing and/or as a display advertiser. All qualified festival listings also appear on VisitIndiana.com in 2008. It is estimated that in 2008, the newly redesigned VisitIndiana.com will be used by more than 2 million visitors. The Indiana Festival Guide has always been one of Indiana's most-requested guide books, because attending festivals is a favorite activity of Indiana visitors.

In 2008, 500,000 Indiana Festival Guides will be printed and distributed.

Contact your regional account executive to participate.

2008 Indiana Festival Guide Distribution

Direct mail to subscribers	165,000
Welcome centers, rest areas and visitors centers, AAA offices	70,000
Fulfillment to requests generated by advertising	160,000
Hoosier Energy customers	40,000
Indiana legislators	25,000
Indiana festivals, through the Indiana State Festival Association	20,000
Consumer shows, State Fair	20,000
Total distribution	500,000

2008 Indiana Festival Guide Display Advertising

Display advertising is the best way to convey a complete festival message. A display ad provides your festival one full-year of exposure in the 2008 Indiana Festival Guide using ARTWORK PROVIDED BY THE ADVERTISER. It is an effective complement to a festival listing. Full-page and half-page ads are placed in the month of the Festival Guide specified by the advertiser. In 2008, 500,000 Festival Guides will be printed.

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Size	Dimension	Price per Year
Inside front cover, 4-color	4.5" x 7.5" non-bleed 5.5" x 8.5" bleed 5.25" x 8.25" trim	\$6,750
Inside back cover, 4-color	4.5" x 7.5" non-bleed 5.5" x 8.5" bleed 5.25" x 8.25" trim	\$5,000
Full-page ad, 2-color (black + PMS 167 U)	4.375" width x 7.25" depth	\$2,000
Half-page vertical ad, 2-color (black + PMS 167 U)	2.0625" width x 7.25" depth	\$1,000

Best Deal Festival Listing

A Best Deal festival listing provides a festival two years of exposure in the 2008-2009 Indiana Travel Guide and two years of exposure in the 2008 and 2009 Indiana Festival Guide. As a bonus to Best Deal advertisers, exposure on VisitIndiana.com throughout 2008 and 2009 is free. In 2008, 500,000 Festival Guides will be printed, and the number of user sessions on VisitIndiana.com is estimated to be more than 2 million.

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A 20-word festival listing in the 2008 Indiana Festival Guide
AND in the 2008-2009 Indiana Travel Guide \$330 per year

A festival listing on VisitIndiana.com throughout 2008 Free

Indiana State Festival Association ISFA Membership Listing

ISFA annual membership is \$50 - \$150, involving a sliding scale based on festival budget. Along with additional membership benefits, there is a guarantee that your free 25-word listing will appear in the 2008 Indiana Festival Guide, if your festival meets all the requirements set by the Indiana Office of Tourism Development. ISFA member listings are specially designated with an asterisk in the 2008 Indiana Festival Guide. Member festivals also receive an abbreviated festival listing on VisitIndiana.com throughout 2008, only including festival name, dates, Web site address, and contact phone number.

All 2007 ISFA members and festivals must renew their membership for 2008 in order to guarantee placement in the 2008 Indiana Festival Guide. To become an IFSA member, contact ISFA at 317.791.0326 or at info@indianafestivals.org.

FREE Listing

Visit www.in.gov/tourism/ to apply for a free 2008 Indiana Festival Guide listing. Fill out the online application before June 15, 2007. Free festival listings only include festival name, dates, Web site address, and contact phone number. Only festivals that meet criteria set by IOTD that submit a 2008 online application may be considered to receive a listing in the 2008 Indiana Festival Guide. Space is limited.